

COLLEGE RADIO CORPORATION
14 West 45th Street
New York 36, New York

September 27th, 1954

Managers
All Stations Carrying Lucky Strike Programs, 1954-5

Gentlemen:

Lucky Strike has requested that you allocate all or a substantial part of one of the regularly scheduled Luckies programs during the week of October 11th to the conduct of an on-the-air interview with the Lucky Strike student merchandising agent on your campus.

Enclosed, please find a copy of the letter sent to the student agent from Student Marketing Institute, the organization coordinating Luckies' campus merchandising representatives. See paragraph 2c for details about the interview - note that the student representative will be contacting you to establish the date and time (you may use any of the regularly scheduled Luckies programs during the week of the 11th for this purpose).

The interview program should be reported to us on your regular weekly certificate of broadcast form. Write in the name of the student representative you interviewed.

Paragraph 1 of the enclosed letter from SMI also suggests a meeting of the SMI faculty supervisor, the SMI student representative, and the radio station manager. Your attendance at such a meeting will enable you better to understand what Luckies is doing in the way of merchandising on your campus, so that you can help this effort out wherever possible through cooperation with the SMI student representative. For reference, we have listed the name of the SMI faculty supervisor on your campus in our second letter, attached. Through the faculty supervisor, you can learn the name of the student agent, should the latter fail to contact you promptly.

Sincerely yours,

COLLEGE RADIO CORPORATION

RV:j
Enc: SMI ltr
CRC ltr

COLLEGE RADIO CORPORATION
14 West 45th Street
New York 36, New York

September 27th, 1954

Manager
All Stations Carrying Lucky Strike Programs, 1954-5

Confidential

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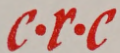
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Sincerely yours,

COLLEGE RADIO CORPORATION

WV:J
Enc: SMI 1st
CRC 1st



COLLEGE RADIO CORPORATION

September 27, 1954

Dear Station Manager:

As you know, The American Tobacco Company is now on your station with Lucky Strike cigarettes. In addition, The American Tobacco Company has again retained the Student Marketing Institute to conduct its campus merchandising campaign for Lucky Strike. SMI works through campus representatives, supervised by faculty members. The SMI faculty supervisor on your campus is Miss Mary Mansel

As you also know, cigarettes are a highly competitive product. Consequently, we want to make use of every possible selling advantage available. While American Tobacco is represented by SMI on your campus, we know from experience that radio people, with some extra promotional effort, can be a great stimulus to merchandising.

While your station was selected because of its value as an advertising medium, the selling power of any good advertising medium can be intensified by "promotional extras".

Many stations have been working to activate Lucky Strike through the distribution of posters, scheduling promotional announcements, featuring "specials" such as "Mystery Tune", "Quickie Quiz" programs and the like. Wherein these operations are a definite plus for radio, additional activities were inaugurated last year to bridge the gap between advertising and "point-of-sales" purchase. One of these activities was your interview of the SMI campus representative on one of Luckies' regularly scheduled sponsored broadcasts.

You will surely recognize that such an undertaking will enhance the position of the SMI "rep" on the campus, who in turn can better coordinate his efforts to help promote Lucky Strike programs and your local station. We feel that this operation was very successful and want to urge its continuance this year. Attached you will find an instruction sheet put out by SMI which outlines the steps to be taken towards this end by the SMI representative.

We feel that by participating in this operation the Campus Radio Station and the SMI Lucky Strike representative will benefit mutually. There can only be one result -- A SALES INCREASE.

We are looking forward to another successful year for Lucky Strike on your station this season.

Sincerely yours,

COLLEGE RADIO CORPORATION

September 27, 1934

Dear Station Manager:

As you know, The American Tobacco Company is now on your station with Lucky Strike cigarettes. In addition, The American Tobacco Company has again retained the Student Marketing Institute to conduct its campus merchandising campaign for Lucky Strike. SMI works through campus representatives, supervised by faculty members. The SMI faculty supervisor on your campus is Mr. Harry Chase.

As you also know, cigarettes are a highly competitive product. Consequently, we want to make use of every possible selling advantage available. While American Tobacco is represented by SMI on your campus, we know from experience that radio people, with some extra promotional effort, can be a great stimulus to merchandising.

While your station was selected because of its value as an advertising medium, the selling power of any good advertising medium can be intensified by "promotional extras".

Many stations have been working to achieve Lucky Strike through the distribution of posters, scheduled promotional announcements, featuring "specials" such as "Lucky Time", "Lucky Quiz", programs and the like. Within these opportunities are a definite plus for radio, additional activities were inaugurated last year to bridge the gap between advertising and "point-of-sale" purchases. One of these activities was your interview of the SMI campus representative on one of Lucky's regularly scheduled sponsored broadcasts.

You will surely recognize that such an undertaking will enhance the position of the SMI "rep" on the campus, who in turn can better coordinate his efforts to help promote Lucky Strike programs and your local station. We feel that this operation was very successful and want to urge its continuation. This year, SMI hopes to have an instruction-outlet out of which we hope the station to be taken towards this end by the SMI representative.

We feel that by participating in this operation the Campus Radio Station and the Lucky Strike representative will benefit mutually. There can only be one result -- A SALES INCREASE.

We are looking forward to another successful year for Lucky Strike on your station this season.

Sincerely yours,

COLLEGE RADIO CORPORATION